

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2002-072920

(43)Date of publication of application : 12.03.2002

(51)Int.Cl. G09F 9/00
G02F 1/133
G02F 1/13357
G09G 3/20
G09G 3/36

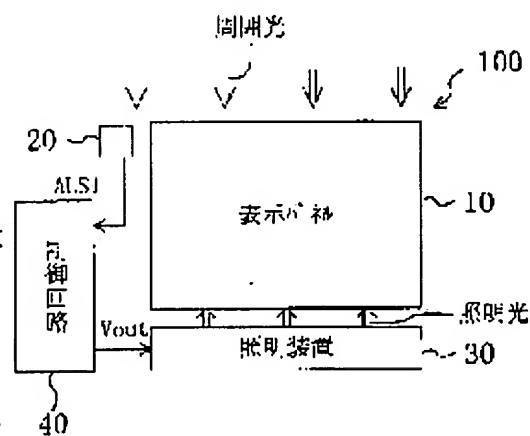
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(54) DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a display device which enables to maintain display quality of a satisfactory level under various environments where the intensity of ambient light differs, and is low in power consumption.

SOLUTION: This display device is provided with a display panel 10 which enables the display using at least the ambient light, a photosensor 20 which detects the intensity of the ambient light which is made incident from an observer side to the display panel 10, an illuminator 30 which emits illuminating light for display to the display panel 10 and a control circuit 40 which is connected with the photosensor and the illuminator. The control circuit 40 controls the intensity of exit light of the illuminator 30 in accordance with the predetermined relation that the higher the intensity of the ambient light is, the lower the intensity of the illuminating light is, according to the intensity of the ambient light detected by the photosensor 20.



LEGAL STATUS

[Date of request for examination] 12.07.2002

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

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